



2016 Fixture Review - Checklane and P.O.P. Merchandising EPPS

Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Panel Discussion: Latest Trends in P.O.P. Merchandising

45 minutes

Hear about all the latest trends in fixture and display rack design and other equipment at the ECRM Fixture Review: Checklane & P.O.P. Merchandising in Las Vegas on Monday, February 8. At this panel discussion, you will hear from executives from Wm. Wrigley Company, Time Warner Retail Sales & Marketing, Innovative Fixture Solutions, True Foodservice, and Impulse Marketing. These executives will cover the following topics and more for the checkout area and center store: eye tracking, how LED influences sales, LED signage and video, innovations with refrigeration, new product categories, and current product sales contribution.



Panelists Include:

Sarah Glisman, National Impulse Racking Director, Wm. Wrigley Company

Bill Romollino, Vice President Customer Development, Time Warner Retail Sales & Marketing

Frank Bishop, President, Innovative Fixture Solutions

Tim Barnes, National Account Sales Director, True Foodservice

Cam Cloeter, President, Impulse Marketing

Moderator:

Larry Ishii, Category Development Manager, ECRM

Multiple Panelists - See Below

Multiple Companies - See Below

Welcome Reception and Panel Discussion

30 minutes

This session will provide an overview of what to expect within the days to come at the event. The session starts with ECRM walking through the day by day agenda, highlighting the times, locations and events happening outside of your one on one meetings. There will also be a short demonstration on the technology you will have access to throughout the event. The main focus of this session is to get feedback from the expert buyer and seller panelist that have volunteered to provide the audience with tips on how to get the most of out of the event. They will answer questions around how to make the most of your time within the meeting, what things to cover, and of course how to best handle the follow up after the show. Most importantly, they will also be taking questions from the audience throughout the panel discussion.

Sarah Davidson, SVP Grocery
ECRM

